ABSTRACT AMENDMENT(S)

Please amend the abstract as follows:

A system for distributing various content data to user terminals having at least one application for interpreting the content data and presenting it to a user, the system ~~comprising:~~ including a multiplicity of individual tokens, each token bearing an identity code, and having a user-removable obscuring means obscuring reading of the identity code; a content server connected to a communication network whereby it may communicate with the terminals, and ~~comprising~~ including data storage means storing the content data, and for each of the identity codes an indication of an item of the content data with which that code is associated, and indicated on the or each token bearing that code, and arranged to, on receiving from a terminal an identity code of a token, retrieve from the data storage means the item of content data associated with that code and transmit it to that terminal.